

Claims

1. A spontaneous delivery marketing system for providing offers to consumers, comprising:
 - 5 a detection device for detecting consumers, in proximity to a location where merchandise is available to the consumers, without requiring interaction by the consumers;
 - 10 an output device for supplying a message to a detected consumer, providing offers available at the location to the consumer; and
 - 15 wherein the detected consumers is therefore able to receive offers without physical interaction on his or her part, and to avail himself or herself of the offers contained in the message at the location.
2. The system of claim 1 wherein the said location is a retail outlet, a mall, food court or event area.
- 20 3. The system of claim 1 wherein the detection device comprises an RFID (radio frequency identification device) reader for reading an RFID tag carried by the consumer to identify a particular consumer.
- 25 4. The system of claim 3 wherein the RFID tag can provide a unique code which provides a unique identification of a consumer so that individual consumers can be identified and distinguished from one another.
- 30 5. The system of claim 4 wherein the RFID tag is contained in a card carried by the consumer.
- 35 6. The system of claim 1 wherein the output device comprises a transmitter for wireless transmission of the message to the individual consumer's mobile telephone or PDA.

7. The system of claim 6 wherein the message is an SMS, EMS or MMS message.

8. The system of claim 1 wherein the output device is a 5 printer for printing a document containing the offer.

9. The system of claim 1 wherein the system comprises a 10 processor for receiving a target file of offers for individual consumers from a central station, the target offers being based on data held at the central station relating to personal information associated with individual consumers.

10. The system of claim 9 wherein the first processor 15 comprises a first server for receiving the file, a second server associated with the location being connected to the first server, and an EPOS terminal connected with the second server so that offers contained in the list for a particular consumer are transmitted from the first server 20 to the second server and then to the EPOS terminal so that when a consumer identifies himself or herself at the EPOS terminal, purchases made by the consumer are provided in accordance with the offers contained in the message to the consumer.

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11. The system of claim 10 wherein the consumer identifies himself or herself by displaying the message to a person at the EPOS terminal, or by swiping a card which contains the user's identifying data at the EPOS terminal.

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12. The system of claim 10 wherein the second server is also coupled to a retail server for obtaining data relating to the purchases made by particular customers.

35 13. The system of claim 10 wherein a second processor is located at the central location, the second processor comprising a head office database connected to the retail

server for receiving data from the retail server relating to purchases made by particular customers, the head office database holding information relating to the consumers so that offers applicable to individual consumers can be made
5 based on the data held in the database and particular products which marketers wish to promote by way of offers to consumers so that the offers to consumers are matched with characteristics of the consumers, so that consumers are provided with messages containing offers applicable to
10 that consumer and tailored specifically for that consumer.

14. The system of claim 13 wherein the retailer server may also include an inventory system for maintaining inventory data relating to products available at the
15 location and for providing that data to the said database.

15. The system of claim 14 wherein the retail server communicates with the second server for providing inventory data from the inventory system relating to
20 products available for sale for use by the EPOS checkout during the purchase of products at the location.

16. The system of claim 10 wherein the second processor further comprises an application server for producing the
25 target file and transmitting the target file to the first server, the first server including a first server database for maintaining a database of specific offers targeted to specific consumers.

30 17. A method of spontaneous delivery of marketing offers to consumers, comprising:

detecting consumers in proximity to a location where merchandise is available to the consumers, without requiring interaction by the consumers;

35 outputting a message to a detected consumer, providing offers available at the location to the consumer; and

wherein the detected consumers it therefore able to receive offers without physical interaction on his or her part, and to avail himself or herself of the offers contained in the message at the location.

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18. The method of claim 17 wherein the said location is a retail outlet, a mall, food court or event area.

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19. The method of claim 17 wherein detecting consumers comprises detecting an RFID tag carried by the consumer with an RFID reader to identify a particular consumer.

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20. The method of claim 17 wherein outputting the message comprises wireless transmission of the message to the individual consumer's mobile telephone or PDA.

21. The method of claim 20 wherein the message is an SMS, EMS or MMS message.

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22. The method of claim 17 wherein outputting the message comprises printing a document containing the offer.

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23. The method of claim 17 wherein the method further comprises receiving a target file of offers for individual consumers from a central station, the target offers being based on data held at the central station relating to personal information associated with individual consumers.

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24. The method of claim 23 wherein the method comprises receiving the file at a first server, transferring the file to a second server associated with the location, and to an EPOS terminal so that offers contained in the file for a particular consumer are transmitted from the first server to the second server and then to the EPOS terminal so that offers contained in the list for a particular consumer are transmitted from the office server to the store server and then to the EPOS terminal so that when a

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consumer identifies himself or herself at the EPOS terminal, purchases made by the consumer are provided in accordance with the offers contained in the message to the consumer.

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25. The method of claim 17 wherein the consumer may identify himself or herself by displaying the message to a person at the checkout terminal, or by swiping a card which contains the user's identifying data at the EPOS

10 terminal.

26. The method of claim 25 wherein the method further comprises compiling a database of information relating to the consumers so that offers applicable to individual consumers can be made based on the data held in the database and particular products which marketers wish to promote by way of offers to consumers so that the offers to consumers are matched with characteristics of the consumers, so that consumers are provided with messages containing offers applicable to that consumer and tailored specifically for that consumer.

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